

Broadleaf Evergreens are NEW!

and when you use these lovely plants—which keep their leaves (not needles) throughout the year—you achieve a subtle and luxurious beauty not possible with other plants.

From our own severe trial plantings we have selected 12 varieties that are outstanding in hardiness, adaptability and beauty. But check our hardiness map to be sure the plants you desire are adapted to your locale.

Troubled with shady spots? Broadleaf Evergreens, as a class, endure shade far better than most plants.

Oregon Grape Holly



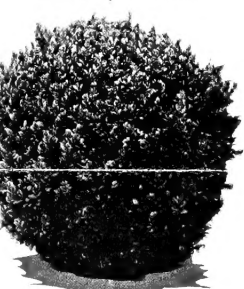
OREGON GRAPE HOLLY

(Mahonia aquifolium)
(Hardy Zones 3 to 7, Max. Hgt. 5 ft.)
Easily grown, with shiny, Holly-like leaves and clusters of blue berries followed by bunches of blue berries. This broadleaf evergreen is attractive and hardy. Thrives in shade or sun. Excellent in the foundation planting. Ornamental foliage is useful for cutting purposes.
Four-year transplants, 12 inches, moss-balled.
Each \$1.80 Each per 3 \$1.60 Each per 6 \$1.50
Institutional Price Each Per 20 or More \$1.25

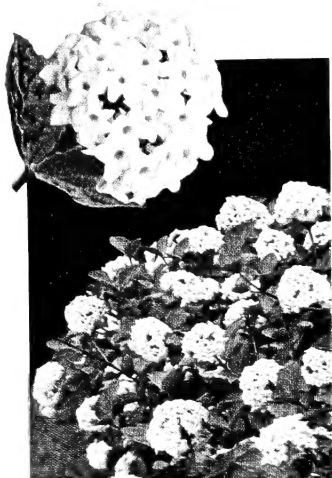
ROUND LEAF JAPANESE HOLLY

(Ilex rotundifolia)
(Hardy Zones 5 to 9, Max. Hgt. 6 ft.)
One of the finest new broadleaf evergreens for hedging purposes. Hardier and generally superior to other forms of Japanese Holly. If you have been wanting an evergreen hedge to enclose a patio, you will be delighted with this plant.
Rich, almost black-green foliage contrasts well with other foundation plants such as Yews and Junipers. Readily trimmed to any desired shape. Evergreen foliage and black berries particularly striking against background of fresh snow.
Field-grown, 10 to 12 inches, moss-balled.
Each \$1.60 Each Per 3 \$1.50 Each Per 6 \$1.40
Institutional Price Each Per 20 or More \$1.25

Strawberry Cotoneaster



English Boxwood



STRAWBERRY COTONEASTER

(Cotoneaster apiculata)
(Hardy Zones 4 to 8)
Outstanding among the glamorous Cotoneasters—considered far superior to any of the other low spreading forms. The berries are gorgeous, largest of the Cotoneasters so far as we know, brilliant glossy red and plenty of them to bring color to the garden through late summer, fall and winter, or until consumed by birds.
A truly delightful shrub for border or foundation planting.
2-yr. heavy transplants.
Each \$1.25 Each Per 3 \$1.15 Each Per 6 \$1.00
Institutional Price Each Per 20 or More \$0.90

ENGLISH BOXWOOD

(Hardy Zones 5 to 9, Max. Hgt. 10 ft.)
Use as a specimen or in hedging. Boxwood is a very slow grower and develops compactly without any trimming.
Will thrive in shaded locations and takes kindly to a peat moss mulch. Does not like harsh climate. Our plants are grown right here in Elsberry and will thrive wherever Boxwood is hardy.
Dwarf, dark green, 3-yr., twice transplanted, 6-9 in.
Each \$0.75 Each Per 3 \$0.70 Each Per 6 \$0.60
Institutional Price Each Per 20 or More \$0.50

VIBURNUM BURKWOODI

(Hardy Zones 5 to 8, Max. Hgt. 5 ft.)
Called Garcinia-scented Viburnum because its delicate heads of pale pink blossoms fill the garden with the fragrance of Garcinia on still summer evenings. Lustrous evergreen to half-tall, 6-8 ft. high, with dark green, glossy leaves. Plant in full sun or partial shade. It is a hardy, tropical looking plant that will thrive in a wide range of climates.
Moss-balled, 10 to 12 inches, transplants.
Each \$2.00 Each Per 3 \$1.80 Each Per 6 \$1.75

American Holly Berry



HYBRID RHODODENDRON

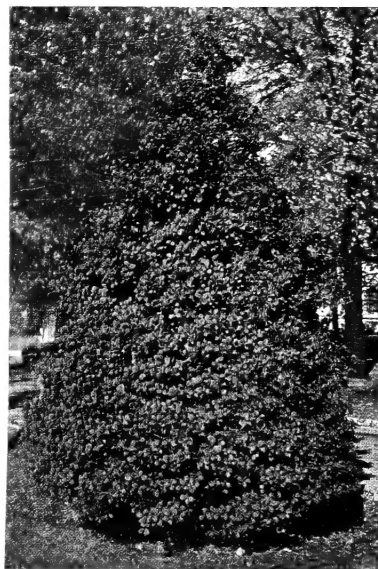
(Hardy Zones 4 to 7, Max. Hgt. 6 ft.)
Hybrid Rhododendrons open up a new field of beauty to those who have hesitated to plant this classic broadleaf evergreen hedges. We are hundreds of miles from native Rhododendron haunts and yet these plants thrive for us if certain simple growth requirements are observed. Plant on protected east or north exposures where plants escape hot afternoon sun. Use lots of acid peat moss in the planting hole, and mulch heavily with peat or leaf mulch. Never cultivate around these shallow-rooted plants. The heavy trusses of flowers, 3 to 4 inches across and ranging in color from red to lavender, are equalled in appeal by huge leathery evergreen leaves.
Potted in peat out of 6-inch pots, 6 to 8 inches.
Each \$1.50 Each Per 3 \$1.25 Each Per 6 \$1.15

Glossy Abelia

GLOSSY ABELIA

(Abelia grandiflora)
(Hardy Zones 5 to 9, Max. Hgt. 4 ft.)
Handsome broadleaf evergreen shrub famous for long flowering season—May till frost. Dense, glossy foliage excellent background for white, pink flushed masses of bloom.
Use generously in the foundation planting where low shrubs are indicated or create a trim, tidy hedge (set 2 feet apart) which requires a minimum of pruning. Will endure light shade and succeeds in any reasonably good garden soil. Truly a garden gem.
Field-grown, 3 times transplanted, 18-24 in.
Each \$2.60 Each Per 3 \$2.50 Each Per 6 \$2.25
Institutional Price Each Per 20 or More \$2.00

ALSO SEE JAPANESE ANDROMEDA ON OTHER SIDE



American Holly



Rose Gardenia

ROSE GARDENIA

(Gardenia veitchii)

(Hardy Zones 8-9, Max. Hgt. 3 ft.)

Well known winter blooming Gardenia used extensively by florists. Our plants are in bud and will soon furnish waxy white corsage blooms. Foliage rich, lustrous green.

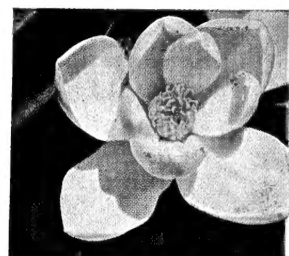
Culture same as Geraniums. Can stand but few degrees of frost; so transplant indoors before killing frost this autumn.

Plants out of 3-inch pots, bushy.

Each \$0.75 Each Per 3 \$0.60



Scarlet Firethorn



Magnolia Grandiflora

MAGNOLIA GRANDIFLORA

(Hardy Zones 6 to 9, Max. Hgt. 35 ft.)

No other broadleaf evergreen is like the fabulous Southern Magnolia—huge, leathery, evergreen leaves. Flowers are pure white, fragrant, saucers 8 in. in diameter.

This "romantic Magnolia of the South" towers to 90 feet in its southern range but is more often 20 or 30 feet when grown in the North.

We are considerably north of the Magnolia Grandiflora native range, yet our plants have thrived beautifully and are well acclimated. This plant is such a garden prize that it is worth planting in a protected spot even if you live in Zone 5.

Field-grown, moss-balled, 15 to 18 inches.
Each \$2.25 Each Per 3 \$2.00

SCARLET FIRETHORN

(Pyracantha coccinea)

(Hardy Zones 5 to 9, Max. Hgt. 6 ft.)

Our northern selection of Firethorn, which we raise from seed, is one of the hardiest strains. Abundance of brilliant berries is this plant's strong suit, as these berries linger on the plant well into the winter months. Pyracantha will be the plant to use against a fireplace or at the corner of a building where mass effect is desired. Leaves will remain all winter in the southern states, but you may find some defoliation during the winter in the North. No other evergreen has such an abundance of red berries—nothing is more attractive against a home!

Out of 6-inch pots, 8 to 10 inches.
Each \$1.25 Each Per 3 \$1.10
Institutional Price Each Per 20 or More \$0.75

WINTERBERRY

(Euonymus patens)

(Hardy Zones 5 to 7, Max. Hgt. 6 ft.)

A wonderful broadleaved evergreen shrub. We are amazed at the way it will thrive in deep shade as well as full sun.

Completely hardy. Use it generously in the foundation planting or for hedging or screening. Use it free-growing or sheared to any size or shape. Its rich, leathery foliage, white flowers in spring and masses of Bittersweet berries in fall and winter provide year-round charm.

Our type Winterberry is unusually dense and bushy and we have never had a better block of plants to offer.

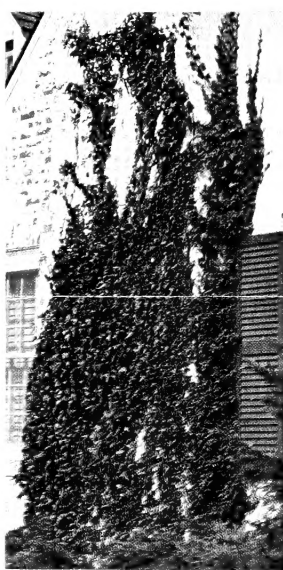
Field-grown, moss-balled, 18 in. spread.

Each \$2.60 Each Per 3 \$2.50 Each Per 6 \$2.40
Institutional Price Each Per 20 or More \$2.25



Winterberry Vine

VINES ARE ESSENTIAL



CLEMATIS JACKMANI

(Hardy Zones 5 to 9, Max. Hgt. 12 ft.)

Huge, velvety violet-purple flowers are of a color not shown in any other vine. Dozens and dozens of Clematis have been introduced but none in our estimation rival the glory of Jackman Clematis.

Grows rapidly through summer and early autumn and blooms all summer long. Likes fertile, moist, cool soil and a protective mulch.

Use freely on pergola, fence, upright supports or rocks.

Potted plants:
Each \$1.30 Each Per 3 \$1.25 Each Per 10 \$1.10

BALTIC IVY

(Hardy Zones 4 to 9, Max. Hgt. 30 ft.)

Hardy form of English Ivy. Best evergreen vine for planting North as well as South.

Unexcelled for covering walls of stone and brick. Equally useful as ground cover where grass is shaded out, or for shaded embankments. Spreads and covers rapidly. Plant 2 feet apart each way. Our established pot plants never stop growing.

Each \$0.59 Each Per 3 \$0.50 Each Per 6 \$0.45
Institutional Price Each Per 100 or More \$0.30

GOLDFLAME HONEYSUCKLE

(Hardy Zones 5 to 9, Max. Hgt. 20 ft.)

Everblooming. Hundreds of fragrant flowers are carmine outside, pure gold inside. Vigorous, strong grower. May be trimmed as a vine, shrub or low hedge. Not touchy as to soil or growing conditions. Far and away the most striking Honeysuckle vine we have.

2-year, field-grown plants.

Each \$1.25 Each Per 3 \$1.10 Each Per 6 \$1.00
Institutional Price Each Per 20 or More \$0.90



Clematis Jackmani



Silver Lace Vine

SILVER LACE VINE

(Hardy Zones 4 to 9)

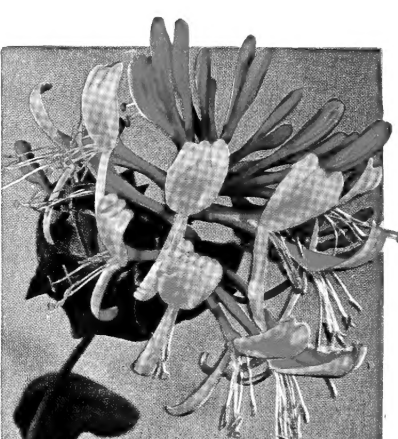
Imagine a hardy vine that will grow 20 feet or more in a single season! And one of breath-taking beauty to boot!

The fleecy flowers of Silver Lace burst forth in a misty cloud in late summer when few woody plants are in bloom.

Perfectly clean. Insects do not bother it. Plant in a sunny location for best growth.

Field-grown, No. 1 plants.

Each \$1.10 Each Per 3 \$1.00 Each Per 6 \$0.90
Institutional Price Each Per 20 or More \$0.75



HEDGING PLANTS

HARDY CALIFORNIA PRIVET

(Ligustrum ibolium)

(Hardy Zones 4 to 9, Max. Hgt. 8 ft.)
At last a Privet that combines the rich, glossy texture of tender California Privet with the hardiness of the common Privet of the North. If you desire a rapid-maturing formal clipped hedge, Privet is a standard plant to use and our type is definitely superior to other types heretofore offered northern gardeners.

While the best of the Privets are not in a class with the finer evergreen hedging plants, it is noteworthy that Hardy California Privet is semi-evergreen even in the northern states 12 to 18 inch plants, well branched. Plant 1 foot apart.

DWARF BLUE LEAF WILLOW HEDGE

(Hardy Zones 4 to 9, Max. Hgt. 4 ft.)

Exciting new silver-blue hedge plant. Completely hardy and a true dwarf Willow. We have observed this plant go through our recent Sahara-like summers and have been frankly amazed at the way the feathery, willowy, compact foliage stood the worst of the drought without flinching.

Use it trimmed as a colorful, low formal hedge around beds or walks. Let it grow untrimmed where you wish a soft, striking mound-shaped hedge 3 to 4 feet tall. Plant one foot apart. 12 to 15 inch plants.



Dwarf Blue Leaf Willow Hedge

RED LEAF BARBERRY

(Hardy Zones 5 to 9, Max. Hgt. 4 ft.)

Great improvement over the older green Japanese Barberry. Blood-red leaves provide rich color to home grounds from spring till fall and red berries remain to provide winter color. One of the most serviceable low hedge plants. Requires little if any trimming and grows in almost any soil. Noted for ability to withstand dry conditions. Plant in full sun one foot apart for tight hedge. 12 to 15 inch plants.

PRICES on Hedging Plants

Each Per 10 30c Each Per 50 27c Each Per 100 25c Institutional Price Each Per 500 or More 20c

**Forrest Keeling
SELECTED
EVERGREENS, TREES,
FLOWERING SHRUBS,
for LANDSCAPING
BEST VARIETIES
at \$ SAVING PRICES!**

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Outstanding SHADE TREES



Sweet Gum

(Hardy Zones 3 to 9,
Max. Hgt. 120 ft.)

Our most beautiful shade tree. We consider Sweet Gum the most handsome tree we can offer that also possesses merits of rapid growth, freedom from disease, hardiness and wide adaptability. Its star-shaped leaves are unlike any other tree and no tree displays such a riot of autumnal colors. Growth is columnar and stately yet its branches spread enough to provide abundant shade. Clean, neat, with interesting corky bark.

Our moss-balled trees transplant perfectly. Field-grown and bushy, 3 to 3½ ft. moss-balled plants.

LITTLE LEAF LINDEN

(*Tilia cordata*)

(Hardy Zones 3 to 9, Max. Hgt. 90 ft.)

Our choice of all the trees in the Linden group because of its dense habit and tight pyramidal growth. Moderate growth rate. Fragrant yellowish flowers appear in July. Very hardy. Plant in sun or partial shade.

For permanent lawn specimen, or avenue tree, you can plant with confidence knowing this is one of the finest hardwood trees available.

Moss-balled, 3 to 3½ ft., heavy caliper and branched.



American Plane

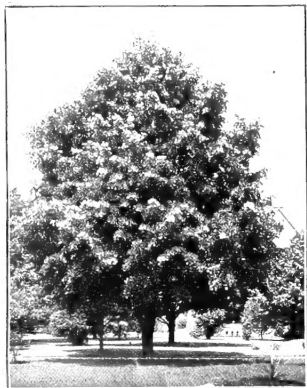
AMERICAN PLANE

(*Platanus occidentalis*)

(Hardy Zones 3 to 9,
Max. Hgt. 100 ft.)

There are locations where one needs a shade tree that will grow into a big, robust fellow and here the Plane Tree fills the bill. It is also famous for tolerating city fumes and smoke.

Give the Plane plenty of growing room. You'll like the way it "makes up" in a hurry. The shaggy bark, showing pale green beneath, is a distinct feature not found in any other tree. Its mottled shade permits grass to grow beneath.



Little Leaf Linden

SHADE TREES are the key feature of any landscape, and soon become priceless assets to the home grounds. Whatever else you must do, do not delay planting shade trees. Remember, a tree costing a couple dollars now will be irreplaceable for \$100 in a few short years. Frame your home with shade trees. Spot two or three to shield your garden and house from the sizzling sun of afternoon. Give them elbow room—plant no closer than 20 or 30 feet. We have selected 10 trees which are notable for attractive features, hardiness, rapid growth, and freedom from pests. Choose several to meet your particular requirements and order promptly for early spring planting—and while the list is intact.

ALL SHADE TREES

6 ft., field-grown except where designated otherwise.

Each	Each Per 3	Each Per 6	Institutional Price Each Per 20 or More
\$2.25	\$2.15	\$2.00	\$1.75



LACE LEAF or GREEN ASH

(*Fraxinus lanceolata*)

(Hardy Zones 2 to 8,
Max. Hgt. 70 ft.)

Best of all Ashes for home planting. A fine, stately tree that transplants wonderfully well. Light, lacy shade encourages luxuriant turf.

Foliage is soft pale green and its growth form is upright and confined rather than wide spreading. It is difficult to imagine a home grounds that will not benefit from at least one Ash tree.



SILVER MAPLE

(Hardy Zones 3 to 9,
Max. Hgt. 80 ft.)

Broad, spreading tree with tremendous get-up-and-grow. Completely hardy. Foliage light green above and silvery below casts soft, filtered shade that does not suppress grass.

Useful as a temporary tree for quick shading effect between slower growing trees.



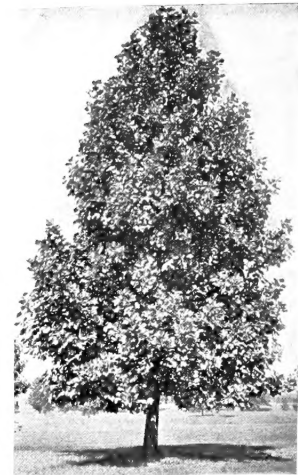
Thornless Honeylocust

THORNLESS HONEYLOCUST

(Hardy Zones 3 to 9,
Max. Hgt. 90 ft.)

For street and lawn planting this tree is one of the more favored to replace American Elm. Racemes of fragrant, creamy flowers appear in May. Lacy, delicate foliage lends an exotic effect. Excellent with modern architecture. A legume (like Clover), it actually feeds and encourages a rich turf.

It is rapid growing, perfectly hardy and at home in all types of soil. Definitely a shade tree of distinction.



Tulip Tree



Tulip Tree Flower

TULIP TREE

(Hardy Zones 4 to 9, Max. Hgt. 150 ft.) The Tulip is a stately tree and a fine specimen for large open areas. It is not suited for restricted grounds. The tree is often over-sold on its Tulip-like flowers—these are rather inconspicuous and do not appear for several years after planting.

But it is a fine rapid-growing specimen shade tree with unusual leathery leaves. Prefers good soil. Do not confuse these fine, developed nursery grown plants with collected wildlings that seldom live.

4 to 5 ft., field-grown.

CHINESE CHESTNUT

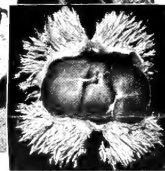
(Hardy Zones 4 to 9,
Max. Hgt. 60 ft.)

This is the new, improved Chinese Chestnut that has had all the favorable reports in national magazines recently. Large, sweet, richly flavored nuts are borne on trees when only 3 to 4 years old.

I have planted many trees of this new Chinese Chestnut right here at Elsberry and honestly believe it is the most practical nut tree to plant—others are too slow growing and too slow to bear.

Good form and rich, lustrous, shiny green leaves make it a splendid lawn and shade tree as well as nut tree.

Plant at least two trees for pollination in well drained, sunny location. 4 to 5 ft., field-grown.



SPECIAL OFFERS



Introducing - GORGEOUS FRAGRANT HONEYSUCKLE HEDGE

A rare hedge item with a combination of qualities seldom found in any shrub. Throughout the spring its creamy white flowers will fill your garden with a delicate and bewitching fragrance. It is called Winter Honeysuckle because its scented flowers appear with the first snows and because the foliage is semi-evergreen. Its masses of ruby fruits appear in early summer before almost any other shrub and are a welcome treat to nesting songbirds.

Fragrant Honeysuckle is clothed in lustrous foliage blue-green below and deep emerald above, that persists well into winter.

It is completely hardy, thrives in full sun or partial shade and is not finicky as to soil. Adapted to city atmosphere, where tender plants fail or to the sweeping winds of open countryside.

Its dense semi-evergreen character and moderate 6 to 8 foot height make it indispensable for background and border.

An eminent horticultural writing of this variety says: "The stiff leathery, half-evergreen leaves are a joy to the eye and the fragrance of its early, semi-fragrant flowers are another, coming at a time when few other plants are in flower. This fruit is produced about as early as fruit on any woody ornamental shrub and is quite useful, too. The plant has been used with good success as a clipped hedge."

Never before has it been possible to secure a Fragrant Honeysuckle hedge at such an attractive price. Our plants are bushy, full-of-vigor, full 18-24 inch fresh-dug from our own fields.

This introductory offer good only while limited supply lasts.

25 ft. HEDGE \$2.76 50 ft. HEDGE \$5.00

12 Extra Strong 18-24 in. Plants (24 Plants)

SIBERIAN ELM SCREEN

(*Ulmus pumila*)

(Hardy Zones 3 to 5, Max. Hgt. 60 ft.)

Fastest growing screening you can plant—5 feet growth per year is commonplace. Few trees are so drought-resistant or suited to so many soils and locations. Free of blights that plague American Elm. We consider this plant much better for screening than Lombardy Poplar.

Use for screening, windbreak or high hedge. Plant 2 feet apart in single row for immediate effect. 2 to 3 ft., field-grown seedlings.

25 for \$2.00 100 for \$7.50 1000 for \$60.00



Siberian Elm Hedge



Clump White Birch

CLUMPS OF WHITE BIRCH

(Hardy Zones 2 to 5,
Max. Hgt. 60 ft.)

Our White Birch is the famous Paper Bark or Canoe Birch native to the northern woodlands—recognized as the best variety for clumps. Much superior to European variety generally offered. A clump of White Birch is invaluable for creating that informal natural atmosphere so desired in the landscape of today. Plant three trees in one hole for clump effect.

Per 3	Per 10	Per 30
\$1.00	\$3.00	\$8.00



JAPANESE ANDROMEDA (*Pieris japonica*)

(Hardy Zones 5 to 7, Max. Hgt. 5 ft.)

Here is a four-season plant unsurpassed by any other in the broadleaf family. The creamy white pendulous clusters of blossoms appear in early April, followed by glossy summer foliage. In the fall rich tints of bronze color the leaves. Winter foliage stands out vividly against the snow. Andromeda will take to a half sun or fairly shaded situation. Unquestionably one of the very finest Broadleaf Evergreens.

Each	Each Per 3	Each Per 6
\$4.00	\$3.75	\$3.50

Moss-balled, 18 inches, field-grown.

GOLDEN WEeping WILLOW

(Zones 2 to 9,
Max. Hgt. 36 ft.)

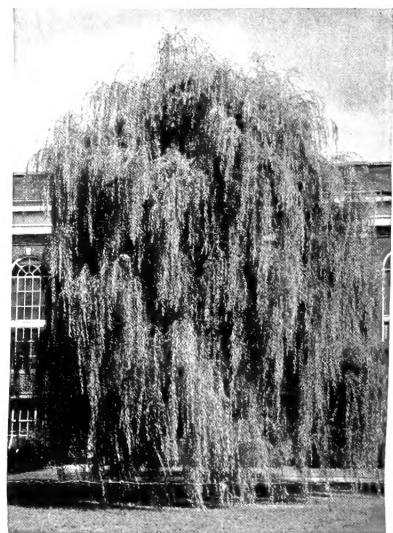
Finest of all Willows. Beautiful graceful branches sweeping to the ground. Gold colored bark makes this tree attractive summer and winter. Effective as lawn specimen or around pools or streams. Very fast grower, requires no care—one of the most beautiful of all trees.

Field-Grown, 4-5 Ft. Trees

Each	Each Per 3	Each Per 6
\$1.00	95¢	90¢

Institutional Price
Each Per 20 or More

75¢



Golden Weeping Willow

GUARANTEE

We guarantee each order will be filled with fresh dug stock of superior quality and we guarantee it will reach you safely and undamaged in a live, vigorous condition, ready to grow.

We further guarantee our plants to thrive for you if planted according to instructions that are furnished with each order acknowledgement, and if given intelligent and reasonable care. You could not expect us to replace stock lost due to bad drainage, drought, carelessness or neglect on the part of the planter, which are conditions beyond our control. In the event of any loss for whatever reason we will, however, share your loss and replace at one-half price any stock that fails to grow if you report by July 1st following planting.

Hugh Stevenson

FORREST KEELING NURSERY, Elsberry, Missouri

FORREST KEELING NURSERY
Elsberry, Missouri



Douglas Fir

Special Transplant Offer

8 to 10 in.
10 for \$1.50 25 for \$3.00 100 for \$10.00

For Year-Round Effect USE EVERGREENS

Remember, we are Evergreen Specialists—our field-fresh, acclimated stock, humus packed to reach you in perfect condition, is sure to please. Nothing makes a house a home like evergreens. Our prostrate and spreading kinds are "just right" for under your picture window or to soften harsh foundation lines. Upright types are so important for accenting doorways and other features; for specimen planting and for evergreen hedging, screening and background. For the older home smothered in over-grown shrubs, replacement with our evergreens will provide a fresh, new look.

BLUE DOUGLAS FIR

(*Pseudotsuga taxifolia glauca*)
(Hardy Zones 4 to 6, Max Hgt. 100 ft.)

One of the finest tall-growing evergreens that can be planted. Ours is the bluish Rocky Mountain strain, much superior to Pacific or inter-mountain types for planting in the Midwest or East.

If you drive out this way let us show you plants that are 10 or 12 years old and you will agree there is nothing more handsome.

Beautiful field-grown trees, 15 to 18 inches, moss-balled.
Each \$2.25 Each Per 3 \$2.15 Each Per 10 \$2.00 Each Per 20 or More \$1.75



WOODWARD GLOBE ARBOR-VITAE

(*Thuja occidentalis woodwardi*)
(Hardy Zones 2 to 6, Max. Hgt. 3 ft.)

Finest of all dwarf Arbor-Vitae. A true dwarf. Perfect ball shape that never requires shearing. Useful entrance plant. Plant in sun or light shade. Very hardy.

Field-grown and moss-balled, 15 in. diameter.
Each \$2.25 Each Per 3 \$2.15 Each Per 6 \$2.00

ARBOR-VITAE

GREEN PYRAMID ARBOR-VITAE

(*Thuja occidentalis pyramidalis*)
(Hardy Zones 2 to 6, Max. Hgt. 25 ft.)

Very striking evergreen, with flat deep rich green foliage. Retains shape without shearing into natural pyramid form. For background plantings, or at building corners, or in front of pillars this kind of the Arbor-Vitae can't be beat. Definitely one of our most popular evergreens. Holds color all through the year.

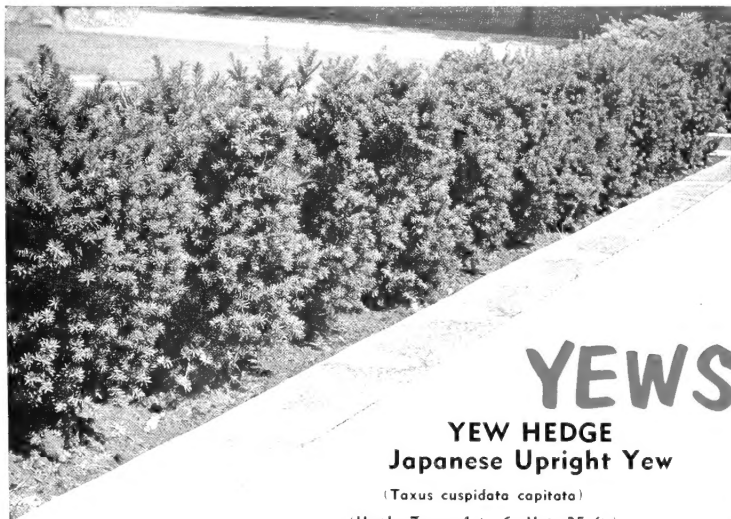
Field-grown and moss-balled, 24 to 30 inches.

Each \$3.25 Each Per 3 \$3.00 Each Per 6 \$2.75

Institutional Price
Each Per 10 or More \$2.50



Green Pyramid Arbor-Vitae



YEWS

YEW HEDGE Japanese Upright Yew

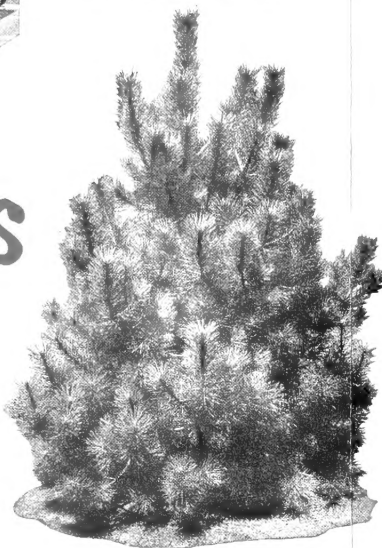
(*Taxus cuspidata capitata*)

(Hardy Zones 4 to 6, Hgt. 25 ft.)

Yew is unexcelled for evergreen hedging. Shears beautifully, thrives in shade or sun. Fertile soil is important and good drainage essential. Only Holly or Boxwood can be compared with Yew as luxury hedging. For the first time, this year we offer potted Japanese Yews, bringing this superb hedging within reach of the most modest budget.

Out of pots, 9 to 12 in. transplants.
Each 75¢ Each Per 3 70¢ Each Per 25 or More 60¢

PINES-



SCOTCH PINE

(*Pinus sylvestris*)

(Hardy Zones 2 to 7, Max. Hgt. 75 ft.)

Most popular evergreen for Christmas tree planting and with good reason. It is much easier to get a "catch" with Scotch Pine than other evergreens. It will grow in blow sand, the meanest clay or in a rock pile. Like other Pines, all it needs is good drainage. Makes a dense bushy growth that shapes well. Ours has a good blue-green cast, and is unusually fast growing. For quick cover, windbreak and background it is tops. Prices at right.

NORWAY PINE

(*Pinus resinosa*)

(Hardy Zones 2 to 5, Max. Hgt. 75 ft.)

Here is a tree that many think will become the foremost plantation Christmas tree, and those who have decorated a full-body Norway Pine (or Scotch Pine) in their homes will never willingly go back to a thin, shipped in tree.

Also useful for screening, climate control and woodland planting. Plant in the open as it does not tolerate shade. Prices at right.

BLACK or AUSTRIAN PINE

(*Pinus nigra*)

(Hardy Zones 4 to 6, Max. Hgt. 70 ft.)

Most widely used Pine tree for ornamental planting. Excellent for backgrounds, windbreaks, screening. Shaggy, dark green foliage. Famous for resisting heat, drought and city smoke. Prices below.

PINE PRICES

This spring we have an unusually fine group of 3-year transplanted NORWAY PINE, AUSTRIAN PINE and SCOTCH PINE, your choice, at values you can't duplicate for trees of this size and quality (please allow us to substitute one variety in the likely event we are sold out when your order is received).

3-year transplants, 8 to 12 inches.
6 for \$1.00 20 for \$2.75 100 for \$13.00

Decorative JUNIPERS



SPINY GREEK JUNIPER

(*Juniperus excelsa stricta*)

(Hardy Zones 4 to 9, Max. Hgt. 8 ft.)
This is not a first-rate evergreen but is such a firm and tidy fellow when young we decided to list it. We have a block of 1,000 12 to 15 inch plants as compact and shapely as you have ever seen. They are very good for doorstep, foundation, urn or windowbox planting, and the price you will note will make them go in a hurry.

Field-grown and moss-balled, 12 to 15 inches.
Each \$1.75 Each Per 3 \$2.00 Each Per 10 \$2.00



WAUKEGAN JUNIPER

(Hardy Zones 2 to 5, Max. Spread 4 ft.)

We have selected this as the outstanding low, trailing, prostrate evergreen. Its steel-blue, needle-like foliage does not become so ragged with age as other low Junipers. Turns deep purple in fall.

Splendid for embankments, grave covering, softening concrete edges and elsewhere where a mat of luxuriant evergreen foliage is needed. Our plants are exceptionally nice this year. Prices below.

Any of our 3 Spreading Junipers, field-grown, moss-balled, full 15-18 in. spread—your choice in any combination.
Each \$2.80 Each Per 3 \$2.55 Each Per 10 \$2.40
Institutional Price Each Per 30 or More \$2.25



Pfitzer Juniper

PFITZER JUNIPER

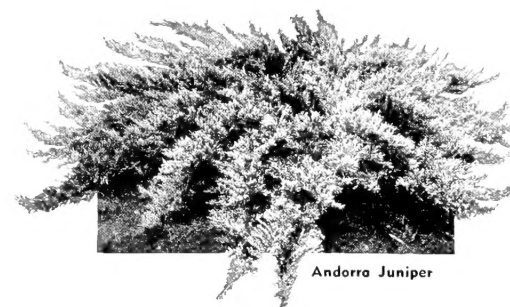
(Hardy Zones 4 to 9, Max. Spread 5 ft.)

Pfitzer Juniper is perhaps the most universally satisfactory and useful evergreen shrub of them all. We grow thousands of them and never seem to have enough. It is "just right" for so many locations.

Exceptionally handsome and hardy, its feathery grey-green foliage covers arching, spreading branches and makes it particularly useful in the foundation planting or as an informal border. It will stand considerable shade and is likewise drought resistant.

No other evergreen I know flourishes so well from the Gulf to the Great Lakes and from coast to coast.

We offer both the Green and the Blue forms. Specify color. Prices at left.



Andorra Juniper

ANDORRA JUNIPER

(Hardy Zones 4 to 8, Max. Spread 4 ft.)

One of the very best semi-prostrate evergreens available. Not so low-growing as Waukegan Juniper.

Distinctive silvery green foliage in summer; rich purple tones in winter. Shape is much like a low, broad vase which makes it extremely useful in foundation plantings, terraces and rockeries. Completely hardy. Prefers a sunny location.

Wish you could see our beautiful block of plants. Prices at left.

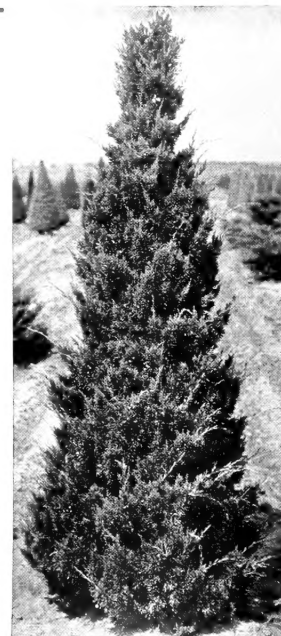
CANNAERT JUNIPER

(Hardy Zones 2 to 8, Max. Hgt. 25 ft.)

This is our favorite upright-growing Juniper. Heavily tufted lustrous deep green foliage is its distinguishing charm. Masses of porcelain-blue berries add to its beauty and attract winter birds. Grows vigorously but may be trimmed to desired height. Not choosy as to soil and tolerates more shade than most Junipers.

It would be difficult to select a better upright growing evergreen for foundation or doorway planting, accent or screening.

Field-grown, moss-balled, 18 to 24 inches.
Each \$3.60 Each Per 3 \$3.50 Each Per 6 \$3.25 Each Per 20 or More \$3.00



Cannaert Juniper

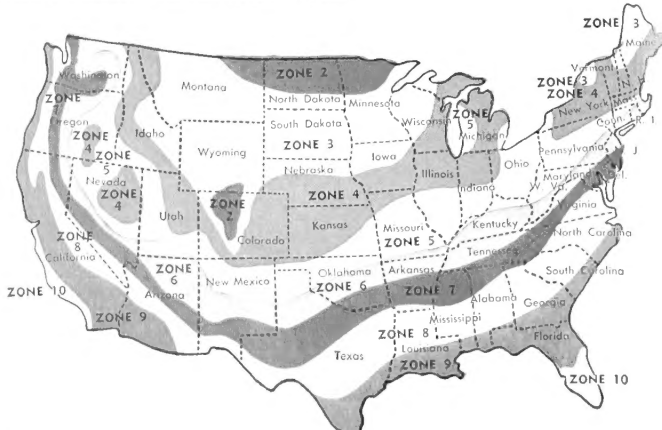
COLORADO BLUE SPRUCE

(Hardy Zones 2 to 6, Max. Hgt. 40 ft.)

Sorry, we are sold out on Colorado Spruce for spring of 1954. We have thousands coming along all the way from one year to 6 years old. This fall we will have some dandies to offer.

FEATHERWEIGHT PACKING TO SAVE YOU MONEY

Because it is not possible to determine shipping costs in advance, plants are priced FOB Elsberry. Shipments will ordinarily go forward RR Express and this is usually more satisfactory to you, except on small packages which will be sent Parcel Post. Our sturdy, feather-weight packing keeps shipping charge to absolute minimum—average is 6% of plant cost.



HARDINESS ZONE MAP OF THE UNITED STATES

Where Will It Grow?

Our Hardiness Zone Map, adapted from information compiled by Arnold Arboretum and U. S. Department of Agriculture, is the best means of indicating areas where any shrub or evergreen we list can be expected to thrive. From the map, find your own hardiness zone. Then note the zone designations after each variety listed. If the zones designated include your own, you can expect the variety to suit your climate.

Sometimes plants may be successfully grown outside their normal zone, particularly if given extra protection. For example, *Magnolia grandiflora* is a zone 6 plant but here at Elsberry, (near the northern edge of zone 5) we have been growing a northern strain successfully for several years. You should be wary of taking plants outside their designated zones, however, unless you are willing to experiment.

Of course, growth of our plants is controlled by factors other than minimum temperatures, on which this zone map is based. Ordinary good growing conditions are needed to make any plant thrive. Plants having protection against sweeping winds are generally favored, particularly during the establishment period. Well drained soil (more vital than soil fertility) is important to almost any woody plant, as roots must breathe as well as tops. Mulching is always beneficial. These and other growth factors are mentioned in our plant descriptions where they are particularly important and are covered in greater detail in our planting instructions that accompany each shipment.

MAKING YOUR PLANTS THRIVE

It is **easy** to plant FOR-REST KEELING Evergreens and other plants and to make them thrive!

With every order we send our own leaflet on planting, fertilizing, watering and mulching to secure rich, lustrous growth.

Our varieties have been selected with resistance to disease and insects in mind, but our leaflet also tells how to control pests that may appear. Simple directions for pruning to develop and keep the growth form you want are included.

OUR SATISFIED CUSTOMERS

Your Best Guarantee

From coast-to-coast you will find Forrest Keeling Multiflora Fences protecting land and livestock. It's the Fence of a Lifetime and these customers have been kind enough to tell us their experiences with our Multiflora Rose.

"Want to add that the order for the 10,000 plants for the Ranch came through in fine shape, and they are very healthy plants, and am sure they will thrive." — *Johnstown*

FROM
COLORADO

FROM
INDIANA

"Last Saturday I received the shipment of Multiflora Roses ordered from you earlier in the season, and forwarded to me at Topeka, Indiana.

"During the past years I have had occasion to order nursery stock from various nurseries situated from the Atlantic Coast to the Rocky Mountains, and including localities in the South and Southwest, but the little shipment received from you, both in quality of the plants and the care taken in packing is as fine if not the finest I have ever received."

"Please accept my thanks for the more than honest way in which this order was filled. It will be a pleasure to recommend the Forrest Keeling Nursery to any of my friends and acquaintances." — *Topeka*

Letters of Praise for Forrest

These excerpts are taken from

FROM
MISSOURI

"Two years ago I bought several thousand multiflora roses from your nursery. They have been so successful I want to put some more in this fall.

"Would appreciate it if you would reserve 850 two year old plants for me."
— *Kirkwood*

"It is now six months since I planted a fence of Multiflora Roses around my residence, and all my neighbors are watching it with keen interest. They all are amazed that every one of the plants is growing, because when I planted them they received no more care than just being placed in the soil, which is nothing but 'old hard pan'." — *Maplewood*



Selecting parent stock for Thorniness, Disease Resistance and Vigor.

FROM
VIRGINIA

"My husband and I were well pleased with your recent shipment of five hundred Multiflora roses (payment for which is enclosed). They were of unusually high quality, far superior to roses we have purchased from other sources." — *Spencer*

Keeling Multiflora Fence!

from letters on file in our office for inspection.



12 year Multiflora Fence Planted by Hugh Steavenson — "Horse-high, Bull-Strong, Goat-tight!"

"Last year I ordered a thousand plants of Multiflora Rose from you and I want to express my thanks for the nicest plants I ever received from any nursery — they were in perfect condition." — *Wakeeney*

"The farm advisor looked at the one year old Multiflora hedge and said it is the best he has seen. He thinks it will hold stock at two years old." — *Lawrence*

FROM
KANSAS

FROM A SOUTHERN STATE GAME AND FISH COMMISSION:

"We would like to place an order with you now for next fall delivery for 25,000 Multiflora Rose plants. The 20,000 plants we received from you this fall were excellent stock."

"You will be interested to know that survival of the plants so far is almost 100%. They are making vigorous growth at this time."



More Bouquets for Keeling Multiflora Roses!

MRS. MILDRED C. GETTY

344 Chase Ave.,
Lombard, Ill.
May 10, 1951

Forrest Keeling Nursery
Elsberry,
Missouri

Dear Sirs -

Thank you very much for sending our Spring order of 4000 Multiflora Roses as you did. They came in fine shape. The 1000 we ordered last fall came thru the winter just wonderful. We straw mulched them and they are beautiful now and so sturdy.

We hope to order from you again and encourage others to do likewise. It has been a pleasure to deal with you.

Thank you very Sincerely,

Mrs Mildred C Getty

FROM
KENTUCKY

"Your excellent plants arrived in good shape and the initial loss was less than 1%." — Owensboro

QUALITY REGISTERED HEREFORDS
VHR AND LARRY DOMINO 50TH HERD SIRES

Overhill Hereford Farm
Olathe, Kansas

April 2, 1951

RAY WHETSTONE
AT THE FARM
OLATHE, KANSAS
PHONE OLATHE 11-9-8

A. K. SIMPSON
15TH & OAK STREETS
KANSAS CITY, MO.
PHONE YUTON 6600

Mr. Hugh Steavenson, Proprietor
Forrest Keeling Nursery
Elsberry, Missouri

Dear Mr. Steavenson:

We have been planting some multiflora roses each year for the past few years. This year we received the information concerning your product and ordered 1500 of your No. 1 Standard plants.

They arrived at our farm a few days ago, and they are by far the finest plants that we have received from any company. They were quite uniform, lots of roots, and were certainly alive in every respect.

As the originator and developer of this fine product, I thought you would be pleased in knowing how well satisfied we are with the plants that you sent us. We have a practical operating Hereford farm, and we need these multiflorarose fences for windbreaks on the farm. We have a rolling hilltop farm, and there is not too much protection for livestock. We feel that, aside from the beauty that this fence will add to the farm, it will be invaluable for the protection of our livestock in the winter months.

Thanks a lot for taking such good care of us.

Very truly yours,

A. K. Simpson
A. K. Simpson

AKS:dlo

VISIT
OUR FARM
LOCATED
4 MILES EAST
OF OLATHE,
KANSAS, ON
HARTIN CITY
ROAD

FROM
GEORGIA

"The wonderful Forrest Keeling Multiflora Rose plants have arrived in excellent condition, and we are delighted with these splendid plants." — Mount Berry

FROM
FLORIDA

"The Rosa multiflora plants received recently from your nursery have been planted in a row next to the thornless multiflora that we use here as a root stock. Perhaps you will be interested to know that these plants were set in the midst of our recent cold spell and I assure you that they are completely dormant. This hedge will be of great interest to all of us as a demonstration, and we are deeply grateful for your kindness. Incidentally, I wish to congratulate you upon the appearance of the package. This is one of the most attractive and correctly packaged horticultural items that I have received in some time." — Gainesville

FROM
IDAHO

"This will confirm the order placed earlier for fall delivery of 25,000 multiflora rose."

"The price is very reasonable for the quality of the stock ordered from you last year. All plants received, including those heeled in for spring planting, are doing very well."

FROM DIRECTOR OF A WESTERN
STATE GAME COMMISSION:

"The plants we procured from you last year are doing very fine. As a matter of fact, they were the best multiflora rose seedlings that we procured during the year."

FROM OHIO:

"I am writing to ask about the price of Multiflora Rose again this year. Practically none of the roses I got last fall from you died. They are splendid. I will need perhaps 2,000 or 2,200 this fall as I bought the balance of our old farm from my brother." — *Willoughby*

FROM ILLINOIS:

"Of the 1,000 plants of your No. 1 Size which I set out last March all have made excellent growth except three — run over by a wheel in plowing. Attaining an average height of 28" in the past summer. I am willing to hazard the guess that I will have a cattle fence in less than three years!" — *Henry*

FROM WISCONSIN:

"The winter of '50-'51, it was 40 degrees below zero here. It never killed a plant. The tips froze back a little." — *Brownston*

FROM NEW JERSEY:

"The Multi-flora Rose Hedge that I planted three years ago from you is excellent. I planted them along the road near the cold frames and this does a wonderful job in protecting the windows from dogs or other animals, and is a wonderful windbreak." — *Caldwell*

FROM TENNESSEE:

"Want to express my thanks to you for your promptness in handling my recent order for roses — also to say I am highly pleased with the healthy appearance and fine root system of your plants." — *Nashville*

FROM ARKANSAS:

"Please send 10,000 of your number one plants. It might interest you to know that all we have purchased from you in the last four years are doing well." — *De Vall's Bluff*

FROM MISSISSIPPI:

"Please send immediately 1200 No. 1 grade Multiflora — I am an old customer re-ordering an item which has proved more than satisfactory." — *Jackson*

SOUTH CAROLINA Drive-in-Theater Owner:

"If this Multiflora continues to grow in the future as it has in the past, these windstorms high insurance rates and other troubles connected with ordinary fences are a thing of the past." — *Anderson, S. C.*

**MISSOURI
GROWN
IS HARDY ...** 

Forrest Keeling
NURSERY
HUGH STEAVENSON, Prop. **ELSBERRY, MO.**

Originator and Developer of Multiflora Rose Fence.